VOLUSIA CAREER ACADEMY

MARKETING WORKSHEET FOR 2010- 2011

Academy Name: Agriscience Education and Communication Academy

High School: Pine Ridge High School

|  |  |
| --- | --- |
| **STANDARD 12: MARKETING MAXIMUM POINTS = 5** | |
| CRITERIA/DOCUMENTATION: Marketing activities promote academy awareness; *a total of 3 activities=3 pts; 4 activities= 4 pts; 5 activities= 5pts* | POINTS |
| Required: Academy must have alumni association |  |
| Required: High School Showcase |  |
| Open House Invitation with agenda |  |
| Newsletter |  |
| Brochures, flyers and printed copies of electronic marketing materials |  |
| Academy t-shirt and/or uniform dress to identify academy members |  |
| Academy logo |  |

How do you keep in contact with your academy alumni? Please list any web page addresses that may apply.

Academy website -

LinkedIn group -

Facebook page -

How are you preparing for the \*High School Showcase Event (County-wide marketing event held at the Volusia County Fairground)?

Print Media:

**Tri-fold Brochure – used at Future Freshman Night**

**Info Card – used at High School Showcase**

Leadership Workshops: **Hosted each year at local Heritage Middle School.**

**Current Academy students host leadership workshops at Heritage Middle School to discuss the transition to High School and “Finding a Place to Belong”.**

“Give-aways” – **Students that are accepted into the program receive a bag of Academy items and are recognized at the annual awards banquet as a new Academy student.**

\*Please upload any additional supporting documents (ie. Open House Invitation, Newsletter, brochure, flyer, logo) to your Academy Wiki page.